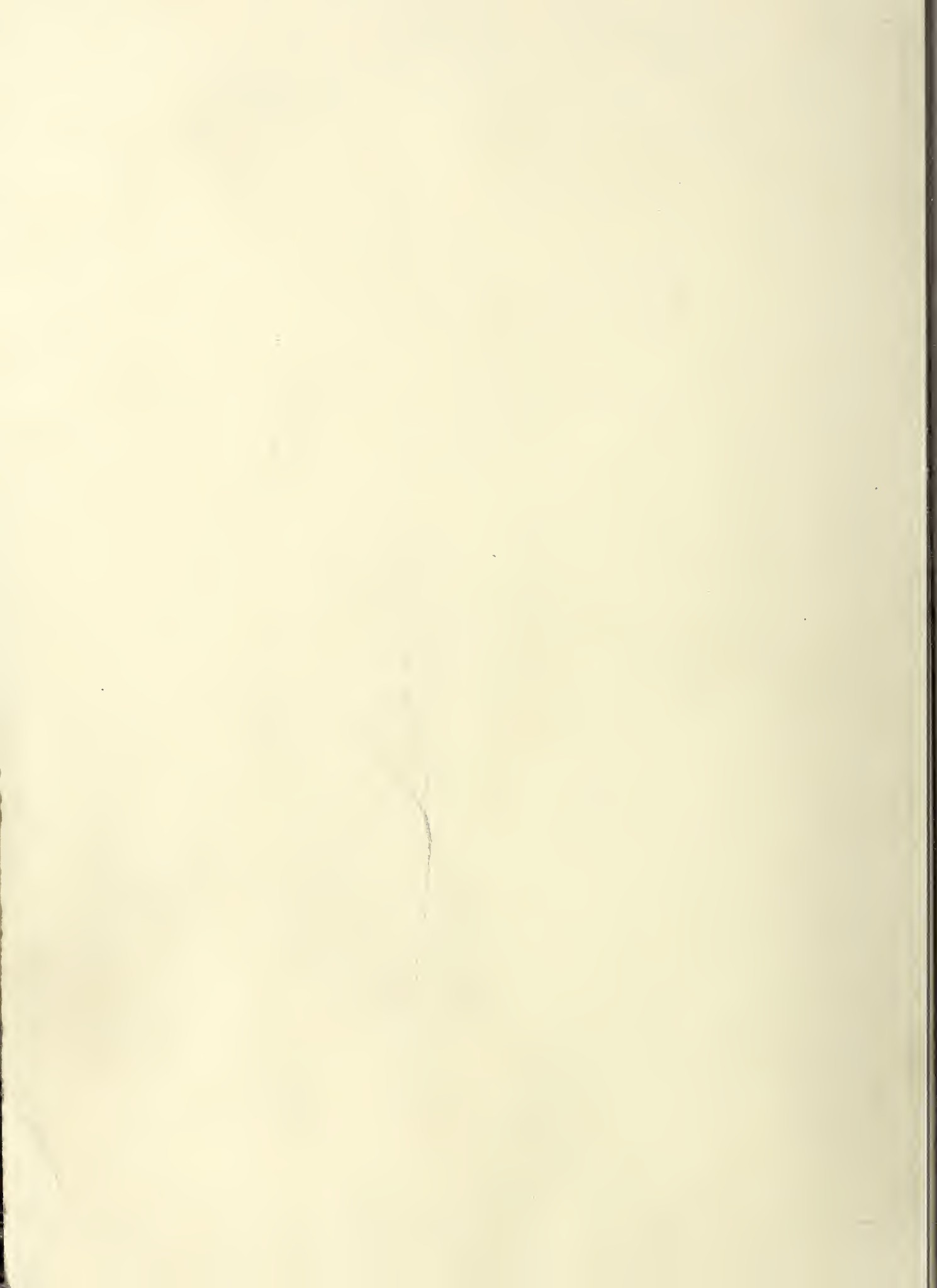


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READING LIST: TIPS ON HOW TO WRITE SIMPLY

Arbour, Marjorie B. Snappy Styles. Louisiana Extension Publication 1090. rev. June 1951. 15 p. Baton Rouge: Louisiana State College.

A capsule of readable information on how to write a bulletin. Fun to read.

Flesch, Rudolf. The Art of Plain Talk. 210 p. New York: Harper & Bros., 1946.

This book teaches you the art of simple writing. Dr. Flesch writes in easy-to-read language; he practices what he teaches. This is a good textbook on readability. It tells you how to write "plain talk" and how to measure writing difficulty with Flesch Readability Formula No. 1.

Flesch, Rudolf. The Art of Readable Writing. 237 p. New York: Harper & Bros., 1949.

This book gives practical pointers on how to make sense for readers; how to use words so they will be understood by more readers; and how to be human though factual. Flesch says, "Whenever you write about a general principle, show its application in a specific case; quote the way someone stated it; tell a pointed anecdote. These dashes of color are what the reader will take away with him." Good tips on newspaper lead sentences are found in chapter on How to Operate a Blue Pencil. Tells how to measure writing difficulty with Flesch Formula No. 2.

Flesch, Rudolf. How to test readability. 56 p. New York: Harper & Bros., 1951.

A condensed (dollar) edition of The Art of Readable Writing. Tells how to use Flesch Formula No. 2. In 44 questions and answers, Flesch gives the highlights of readability and readership research. Book has an excellent bibliography on the subject.

Flesch, Rudolf. The A P Writing Handbook. 15 p. New York: The Associated Press, 50 Rockefeller Plaza, 1951 (fifth printing).

This writing handbook sums up the readability campaign that The Associated Press conducted in 1948-50, with Dr. Flesch as consultant. Gives good pointers on writing news stories.

Gunning, Robert. The Technique of Clear Writing. 289 p. New York: McGraw-Hill Book Company, Inc., 1952.

This book grew out of training manuals on clear writing prepared for different business concerns. Gunning shows how much verbal "fog" exists in most writing. He gives a "10-minute" formula for measuring how readable any piece of writing is.

Prepared by Mrs. Amy Cowing, Extension Educationist, Division of Extension Research and Training, Federal Extension Service, United States Department of Agriculture.  
978(10-54)



Leacock, Stephen. How to Write. 261 p. New York: Dodd, Mead Co., 1943.

You'll learn a lot from this great humorist--and painlessly, too. Leacock's writing informs and entertains. Good chapter on "The complete thought called a sentence," p. 65-78.

Leonard, Nell B. Let's Prepare a Publication. Cornell Extension Bulletin 753. January 1949. 84 p. Ithaca: New York State College of Agriculture, Cornell University.

This publication tells you how to prepare an agricultural extension bulletin; it takes you through all the mechanics of preparation, until the bulletin is off the press and delivered. Gives you pointers on readability and legibility (type and layout). Well illustrated.

Leonard, Nell B. Notes for the Guidance of Authors of Extension Bulletins. No. 6 ETI Series. 16 p. 1954. Ithaca: Cornell University.

For new authors who are unfamiliar with the colleges' procedure for preparing and submitting manuscripts for publication. A digest of Let's Prepare a Publication.

Pitkin, Walter B. The Art of Useful Writing. 261 p. New York: Whittlesey House, 1940.

A mine of information on the tricks of simple writing. Pitkin says: "To be clear is your first duty, no matter what your purpose or subject.... The first rule is to use simple words in short sentences as far as possible. But how far is 'possible'? Just as far as your thoughts can thus be expressed to the people you address. The longer a sentence, the harder it is to grasp as a unit of thought. Say one and only one thing in each sentence. When you must qualify something you have said in one sentence, do so in the very next sentence."

Thorndike, E. L. Thorndike Century Senior Dictionary. Chicago: Scott, Foresman and Co., 1941.

Handy tool for the simplifier. Definitions are given in order of commonness of usage; best-known meanings are listed first. Definitions are given in easy words. (Thorndike Century Junior Dictionary is even simpler; good for 4-H bulletins.)

Ward, William B. Reporting Agriculture. 362 p., 50 fig. Ithaca: Comstock Publishing Associates, 1952.

A readable up-to-date and comprehensive source of information for anyone who reports agriculture. Extension workers, both men and women, will find this a handy on-the-job aid in boosting their use of newspapers, magazines, radio and television, in communicating information.

Case histories and pictures illustrate what successful agricultural journalists do to succeed, and why their methods work. The requirements of editors and program directors for articles and radio programs are set forth.



